

ORDER



Orders	Order / Rev:	163594
	Alt Order #:	06276543
	Product Desc:	AMER 4 PROSPERITY SE
	Estimate:	1915
	Flight Dates:	08/22/12 - 08/28/12
	Original Date / Rev:	08/14/12 / 08/14/12
	Order Type:	GENERAL

	WDJT-TV-LP
Primary AE:	Matthew Norten
Sales Office:	HDC
Sales Region:	NAT

Agency	Name:	Mentzer Media Services
	Buying Contact:	Elise Cloyd
	Billing Contact:	
		600 Fairmount Ave. #306
		Towson, MD 21286

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Issue/Americans for Prosperity
	Demographic:	A35+
	Product Codes:	PL Issue
	Priority:	POL
	Revenue Codes:	AGY, POL, ISS

New Business Thru: _____
 Order Separation: 00:15:00 _____
 Advertiser External ID: _____
 Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	11	\$15,900.00	\$13,515.00
08/27/12	08/28/12	7	\$10,400.00	\$8,840.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	11	\$15,900.00	\$13,515.00	0.00
September 2012	7	\$10,400.00	\$8,840.00	0.00
Totals	18	\$26,300.00	\$22,355.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WDJT-TV-LP	35%	\$26,300.00
Market	100%	\$75,142.86

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WISN	36%	\$27,051.43
WITI	12%	\$9,017.14
WMLW-	0%	\$0.00
WPXE	0%	\$0.00
WTMJ	17%	\$12,774.29
WVTV	0%	\$0.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WDJT	08/22/12	08/24/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p --WTF--	:30	3	\$1,000.00	P-1	0.00	NM	3	\$3,000.00
	WHEEL													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	08/20/12	08/26/12	--WTF--		3		\$1,000.00			0.00			
2	WDJT	08/22/12	08/26/12	M - SU Late News M-Su 10p-1035p	CM	10p - 1035p --WT--S	:30	3	\$1,000.00	P-1	0.00	NM	3	\$3,000.00

Order / Rev: 163594
 Alt Order #: 06276543
 Flight Dates: 08/22/12 - 08/28/12

Advertiser: Issue/Americans for Prosperity
 Product Desc: AMER 4 PROSPERITY SE
 Estimate: 1915

WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
10PM NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	--WT--S		3		\$1,000.00		0.00				
3	WDJT	08/22/12	08/22/12	Wed 8p - 9p Criminal Minds	CM	Wed 8p - 9p --1----	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
CRIMINAL MINDS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	--1----		1		\$2,000.00		0.00				
4	WDJT	08/23/12	08/23/12	Th 9p - 10p Person of Interest	CM	Th 9p - 10p ---1---	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
PERSON OF INTEREST														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	---1---		1		\$2,000.00		0.00				
5	WDJT	08/25/12	08/25/12	Sat 6p-7p Jep/Wheel Sat 6p-7p Jep/Wheel	CM	Sat 6-7p -----1-	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
JEOP/WHEEL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	-----1-		1		\$400.00		0.00				
E 6	WDJT	08/25/12	08/25/12	NFL Pre-Season Saturday NFL- Preason Saturday	PRPT	Various -----1- (7:00 PM-10:00 PM)	:30	1	\$3,500.00	P-1	0.00	NM	1	\$3,500.00
NFL PRESEASON														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	-----1-		1		\$3,500.00		0.00				
7	WDJT	08/26/12	08/26/12	Su 9p - 10p Mentalist	CM	9p-10p -----1	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
MENTALIST														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	-----1		1		\$2,000.00		0.00				
8	WDJT	08/27/12	08/28/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p MT-----	:30	2	\$1,000.00	P-1	0.00	NM	2	\$2,000.00
WHEEL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	MT-----		2		\$1,000.00		0.00				
9	WDJT	08/27/12	08/28/12	M - SU Late News M-Su 10p-1035p	CM	10p - 1035p MT-----	:30	2	\$1,000.00	P-1	0.00	NM	2	\$2,000.00
10PM NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	MT-----		2		\$1,000.00		0.00				
10	WDJT	08/27/12	08/27/12	Mo 9p - 10p Hawaii Five-O	CM	Mo 9p - 10p 1-----	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
HAWAII 5-0														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	1-----		1		\$2,000.00		0.00				
11	WDJT	08/28/12	08/28/12	Tu 7p - 8p NCIS	CM	Tu 7p - 8p -1-----	:30	1	\$2,400.00	P-1	0.00	NM	1	\$2,400.00
NCIS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	-1-----		1		\$2,400.00		0.00				
12	WDJT	08/28/12	08/28/12	Tu 9p - 10p Mentalist	CM	Tu 9p - 10p -1-----	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
MENTALIST														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	-1-----		1		\$2,000.00		0.00				
Totals													18	\$26,300.00